

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/022402-2025>

Tender

## **Provision of Marketing Design Framework**

Hull City Council

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-022402

Procurement identifier (OCID): ocds-h6vhtk-05165c ([view related notices](#))

Published 16 May 2025, 6:42pm

### **Scope**

### **Reference**

PM/25

### **Description**

Hull City Council (The Authority) invites tenders from interested organisations for the Provision of a Marketing Design Framework. This tender follows an open procedure and consists of a single-stage, closed framework process.. The contract is anticipated to commence 23rd July 2025 ending by 22nd July 2029. The Authority has estimated the value of the Services to be £300,000 per annum. The estimated value is given in good faith to assist tenderers in making their submissions, it should not be interpreted as an undertaking to purchase any services to any particular value by the Authority and does not form part of the Contract. Further information is contained within the tender documentation. Please ensure all tender submission documents are completed as detailed. Incomplete bids will be eliminated from further process.

## **Commercial tool**

Establishes a framework

## **Total value (estimated)**

- £1,200,000 excluding VAT
- £1,440,000 including VAT

Above the relevant threshold

## **Main procurement category**

Services

## **CPV classifications**

- 79413000 - Marketing management consultancy services
- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79415200 - Design consultancy services

## **Contract locations**

- UKE - Yorkshire and the Humber

## **Not the same for all lots**

Contract dates are shown in Lot sections, because they are not the same for all lots.

---

## **Lot LOT-0001. Lot 1 - A comprehensive Marketing and Design Service for the Leisure Services**

### **Description**

Hull City Council (The Authority) invites tenders from interested organisations for the Provision of a Marketing Design Framework. The service includes management of all advertisements, design of seasonal brochures, and other marketing services required. It shall allow continuity across the service enabling HCAL to work collaboratively on a daily basis, building a relationship with one dedicated service provider that understands the specialist needs of the service.

### **Lot value (estimated)**

- £390,000 excluding VAT
- £468,000 including VAT

Framework lot values may be shared with other lots

### **Contract dates (estimated)**

- 23 July 2025 to 23 July 2028
- Possible extension to 23 July 2029
- 4 years, 1 day

Description of possible extension:

1 year extension subject to satisfactory performance

## Same for all lots

CPV classifications and contract locations are shown in the Scope section, because they are the same for all lots.

---

## Lot LOT-0002. Lot 2 - Higher Value Marketing and Design support above £1,500

### Description

Hull City Council (The Authority) invites tenders from interested organisations for the Provision of a Marketing Design Framework. This lot will cover all types of design including but not limited to outdoor forms of advertising, posters, billboards, brochures, leaflets, banners, newsletters, illustrations, exhibition materials, templates, branding and digital animation design.

### Lot value (estimated)

- £300,000 excluding VAT
- £360,000 including VAT

Framework lot values may be shared with other lots

### Contract dates (estimated)

- 23 July 2025 to 23 July 2028
- Possible extension to 23 July 2029
- 4 years, 1 day

Description of possible extension:

1 year extension subject to satisfactory performance

## **Same for all lots**

CPV classifications and contract locations are shown in the Scope section, because they are the same for all lots.

---

## **Lot LOT-0003. Lot 3 - Capacity Support For the internal team value below £1,500**

### **Description**

Hull City Council (The Authority) invites tenders from interested organisations for the Provision of a Marketing Design Framework. This lot will cover below £1,500 design works including but not limited to outdoor forms of advertising, posters, billboards, brochures, leaflets, banners, newsletters, illustrations, exhibition materials, templates, branding and digital animation design as well as ad-hoc design projects as and when required.

### **Lot value (estimated)**

- £210,000 excluding VAT
- £252,000 including VAT

Framework lot values may be shared with other lots

### **Contract dates (estimated)**

- 23 July 2025 to 23 July 2028
- Possible extension to 23 July 2029

- 4 years, 1 day

Description of possible extension:

1 Year extension subject to satisfactory performance

### **Same for all lots**

CPV classifications and contract locations are shown in the Scope section, because they are the same for all lots.

---

## **Framework**

### **Maximum number of suppliers**

6

### **Maximum percentage fee charged to suppliers**

1%

### **Further information about fees**

Fees will be charged at a fixed percentage of the actual value of invoices paid to Suppliers. On that basis Suppliers will not be charged fees if they have not been awarded any contracts. The fixed percentage will be 1% of the actual value of invoices paid (across all Lots) to each Supplier, charged retrospectively on an annual basis.

## **Framework operation description**

ITT Part 1 - Marketing Design Framework made available via YORtender  
<https://yortender.eu-supply.com/>

## **Award method when using the framework**

Either with or without competition

## **Contracting authorities that may use the framework**

Local authorities within the geographical boundaries of East Yorkshire & Humber

## **Contracting authority location restrictions**

- UKE - Yorkshire and the Humber

---

## **Participation**

### **Legal and financial capacity conditions of participation**

**Lot LOT-0001. Lot 1 - A comprehensive Marketing and Design Service for the Leisure Services**

**Lot LOT-0002. Lot 2 - Higher Value Marketing and Design support above £1,500**

**Lot LOT-0003. Lot 3 - Capacity Support For the internal team value below £1,500**

ITT Response - Procurement Specific Questionnaire made available via YORtender  
<https://yortender.eu-supply.com/>

## **Technical ability conditions of participation**

**Lot LOT-0001. Lot 1 - A comprehensive Marketing and Design Service for the Leisure Services**

**Lot LOT-0002. Lot 2 - Higher Value Marketing and Design support above £1,500**

**Lot LOT-0003. Lot 3 - Capacity Support For the internal team value below £1,500**

ITT Response - Procurement Specific Questionnaire made available via YORtender  
<https://yortender.eu-supply.com/>

## **Particular suitability**

**Lot LOT-0001. Lot 1 - A comprehensive Marketing and Design Service for the Leisure Services**

**Lot LOT-0002. Lot 2 - Higher Value Marketing and Design support above £1,500**

**Lot LOT-0003. Lot 3 - Capacity Support For the internal team value below £1,500**

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

---

## **Submission**

### **Enquiry deadline**

6 June 2025, 12:00pm

### **Tender submission deadline**

16 June 2025, 12:00pm

## Submission address and any special instructions

[https://uk.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=93762&B=](https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=93762&B=)

## Tenders may be submitted electronically

Yes

## Languages that may be used for submission

English

## Award decision date (estimated)

15 July 2025

## Recurring procurement

Publication date of next tender notice (estimated): 23 July 2028

---

## Award criteria

Name	Type	Weighting
Technical/Quality	Quality	60%
Price	Price	40%

---

## Other information

## **Payment terms**

The Customer shall pay the Supplier any sums due under such an invoice no later than a period of 30 days from the date on which the Customer has determined that the invoice is valid and undisputed. Where the Customer fails to comply with clause 11.3, the invoice shall be regarded as valid and undisputed 30 days after the date on which it is received by the Customer. The Supplier shall add VAT to the Contract Price at the prevailing rate as applicable.

## **Description of risks to contract performance**

There are no Contract Risks identified at this stage. Contract Risks, where appropriate, will apply to individual call-off contracts.

## **Applicable trade agreements**

- Government Procurement Agreement (GPA)

## **Conflicts assessment prepared/revised**

Yes

---

## **Procedure**

### **Procedure type**

Open procedure

## **Justification for not publishing a preliminary market engagement notice**

The Authority opted out of conducting a Preliminary Market Engagement due to its already comprehensive understanding of the market.

---

## Contracting authority

### Hull City Council

- Public Procurement Organisation Number: PRNP-1874-YZZR

The Guildhall, Alfred Gelder Street

Hull

HU1 2AA

United Kingdom

Contact name: Paul Muzadi

Telephone: +14 82613652

Email: [paul.muzadi@hullcc.gov.uk](mailto:paul.muzadi@hullcc.gov.uk)

Website: <https://www.hull.gov.uk/>

Region: UKE11 - Kingston upon Hull, City of

Organisation type: Public authority - sub-central government